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Teaching students to use company and industry information during their job search

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Teaching Students to Use Company and Industry Information during Their Job Search

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Creation of a Seminar

- Audience
- Disclaimers
- A Concept They Can Relate to
- Types of searches
 - Company centered
 - Industry centered
- Additional Resources

Audience for the Seminar

- Graduate students
- Primarily focused on jobs in industry
- Primarily focused on finding information on prospective employers and preparing for interview
- Not focused on finding specific jobs

Disclaimers

- I am not a business librarian
 - But we have a Management and Economics Library
- Some things I cannot help you with
 - Most notably, financials
- Some resources are only available in MEL
 - Some business resources are as expensive as chemistry resources

A Concept They Can Relate to...

SIC and NAICS Codes

SIC / NAICS

- Each industry is assigned an SIC code and a NAICS code
 - Think of it as a CAS Registry # for industries
- SIC = Standard Industrial Classification
 - Full SIC is 4 digits
- NAICS = North American Industry Classification System
 - Full NAICS is 6 digits

SIC and NAICS

- Some databases will let you search one and/or the other, good to know both
- Use web sites to find out which code is most appropriate, or find a particular company's SIC or NAICS code and go from there
- SIC Major Group 28XX: Chemicals And Allied Products

Searching for Company Information



Company Information – The Reality

- The larger the company is, the more information you are likely to find.
- The “older” the company is, the more information you are likely to find.
- If the company is public (as opposed to private), the more information you are likely to find.

What might you like to know?

- Corporate affiliations (who owns who?)
- Competitors
- Basic facts
- History
- Competitive intelligence
 - What areas are they researching/patenting?
- News
- Etc.

Basic Facts and Affiliations

- The company's own web site
- Corporate Affiliations (Lexis-Nexis)
- ReferenceUSA (infoUSA)

Corporate Affiliations (L-N)



Latest Financial Data: 12/31/2007

Revenue: \$18,633,500,000

Assets: \$26,787,800,000

Liabilities: \$13,123,400,000

Net Worth: \$13,664,400,000

Earnings: \$2,953,000,000

No. of Employees: 40,600

Fiscal Yr. End: 12/31

Import/Export: Both

NAICS Code/Desc: 325412/Pharmaceutical Preparation Manufacturing

SIC Code/Desc: 2834/Pharmaceutical Preparations

Competitors:

Abbott Laboratories (Abbott Park, IL)

Amgen Inc. (Thousand Oaks, CA)

Baxter International Inc. (Deerfield, IL)

Bayer Aktiengesellschaft (Leverkusen, Germany)

Boehringer Ingelheim Corp. (Ridgefield, CT)

Boehringer Ingelheim GmbH (Ingelheim, Germany)

Bristol-Myers Squibb Company (New York, NY)

Reference USA

- Very specific and detailed information about a company
- Provides linkages between corporate parents/children (who owns who?)
- Find businesses near a particular company (Radius search)

Reference USA - example

- Saw a job posting for ICOS corp. in WA
 - How big is the company?
 - Are they owned by anyone?
 - What are the SIC / NAICS codes for ICOS?
 - What does the company do?
 - If I were to work there, where could I walk to get lunch?
 - Hint: SIC for Restaurants is 5812

Corporate Family Tree

hint: if you have trouble opening a link, hold Ctrl and try again.

ICOS Corp Bothell, WA

Corporate Family Tree

PC Public Company

PV Private Company

SU Subsidiary of US Parent

SF Subsidiary of Foreign Parent

B Branch

1 Parent / 4 Subsidiaries / 68 Branches

Expand All	All	Company Name	Industry	City/State	Employees	Sales Volume
<input checked="" type="checkbox"/> PC	<input type="checkbox"/>	Eli Lilly & Co	Drug-Manufacturers	Indianapolis, IN	42,600	\$14,645,300,000
<input type="checkbox"/> SU	<input type="checkbox"/>	Applied Molecular Evolution	Biotechnology Products & Services	San Diego, CA	90	
<input checked="" type="checkbox"/> SU	<input type="checkbox"/>	Elanco Animal Health	Animal Health Products (Wholesale)	Greenfield, IN		
<input type="checkbox"/> SU	<input type="checkbox"/>	Eli Lilly Intl Corp	Drug-Manufacturers	Indianapolis, IN		
<input type="checkbox"/> SU	<input checked="" type="checkbox"/>	ICOS Corp	Pharmaceutical Research Laboratories	Bothell, WA	700	

ICOS Detail

Corporate Information

Corporate Employees:	700	Years in Database:	18
Location Employees:	700	Year Established:	1990
<u>Est. Annual Sales:</u>	\$50 to \$100 Million	Yellow Page Ad Spending:	\$601 - \$900
Type of Business:	Privately Owned	Ticker Symbol:	Not Available
Location Type:	Subsidiary	Stock Exchange:	None
<u>Credit Rating Score:</u>	Excellent	Annual Reports:	2005
Metro Area:	Seattle-Bellevue-Everett, WA	Parent Company:	Eli Lilly & Co
County:	King	Foreign Parent:	No
View Web Site:	ICOS.COM	<u>Fortune 1000 Ranking:</u>	Not Applicable
Number of Personal Computers:	Not Available	SQ Footage:	40,000+
Home Business:	No	Hours of Operation:	Not Available
<u>Public Company:</u>	Brn	Credit Cards Accepted:	Not Available
Lat/Long:	047.798831 / -122.205844		

Company Description

✓ Primary Line of Business:

Pharmaceutical Research Laboratories (SIC 8731-08)

Other Lines of Business:

Drug-Manufacturers	SIC: 2834-01	Brand/Specialty:
Laboratories-Testing	8734-02	
Marketing Programs & Services	8742-13	

Primary Line of Business:

Research & Development In Biotechnology (NAICS 54171129) ,
Pharmaceutical Preparation Mfg, Testing Laboratories,
Marketing Consulting Svcs

Business Profile:

Founded in 1990, ICOS Corporation, a Washington-based biotechnology company, aims at discovering, developing and marketing therapeutic products. ICOS works toward developing treatments for medical conditions, such as benign prostatic hyperplasia, hypertension, pulmonary arterial hypertension, cancer, and inflammatory diseases. The company has a joint venture with Eli Lilly and Company, and markets its product, Cialis, for the treatment of erectile dysfunction. The company also manufactures Tadalafil for treating enlargement of the prostate, and IC485 chronic obstructive pulmonary disease. The company has expertise in cell line and process development, and specializes in delivering protein

Management Directory

Title	Name	Gender	Bio
			Not Available
Chief Operating Officer	Mr. Gary L Wilcox	Male	Not Available
Chief Financial Officer	Mr. Michael A Stein	Male	Not Available
Controller	Mr. Tom Swallow	Male	Not Available
Corporate Communications Executive	Ms. Lacy J Fitzpatrick	Female	Not Available

Select “Radius” to search for nearby companies

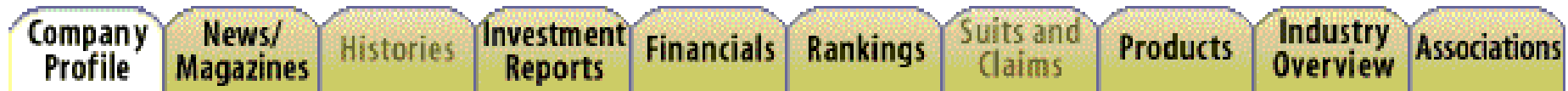
- From 1/10th mile to 20 miles
- Search by SIC code to:
 - Find similar companies nearby
 - Find how close your suppliers might be
 - Where to go to get lunch

<input type="checkbox"/> All	Company Name	Address	City/State	ZIP	Phone	Linkage		Corporate Family
						Up	Down	
<input type="checkbox"/>	Canyons Restaurant & Tap Room	22010 17th Ave SE	Bothell, WA	98021	(425) 485-3288			
<input type="checkbox"/>	Mc Donald's	22110 17th Ave SE	Bothell, WA	98021	(425) 486-6654	↑		View
<input type="checkbox"/>	Robi's Pizza & Italian Deli	22121 17th Ave SE	Bothell, WA	98021	(425) 485-6436			
<input type="checkbox"/>	Shelley's Deli	22118 20th Ave SE # 127	Bothell, WA	98021	(425) 487-2215			
<input type="checkbox"/>	Thai Rama	22010 17th Ave SE # C	Bothell, WA	98021	(425) 481-7262			

Business and Company Resource Center (Gale)

- Large number of full-text resources
- Easy to use, tabular interface for results
- Search for ICOS Corp.

Current Company: **ICOS Corp.**



BCRC - Details

- Articles about the company by topic

Articles about this
company

[Financial Data](#)

[Legal Issues](#)

[Management](#)

[Operations &
Technology](#)

[People](#)

[Products & Services](#)

[Sales & Marketing](#)

[Statistics](#)

[Strategy & Planning](#)



ICOS Corp. (ICOS)

22021 20th Ave. SE
Bothell, Washington

98021-4406

United States

Tel: (425) 485-1900

Fax: (425) 489-0356

- More subdivisions when searching Subject Guide

Business Source Premier (EBSCO)

- Large number of full-text sources
- News and lengthy Company Profiles
- Offers **SWOT analysis** for a company
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

54 page Company Profile

Eli Lilly, Feb 2008

Key Facts.....	4
Business Description.....	5
History.....	6
Key Employees.....	10
Key Employee Biographies.....	11
Major Products and Services.....	22
Revenue Analysis.....	24
SWOT Analysis.....	26
Top Competitors.....	32
Company View.....	34
Locations and Subsidiaries.....	40
Latest Company Comment.....	43
Latest Company News.....	52

SWOT Analysis of Eli Lilly

Strengths	Weaknesses
Cymbalta appears to be a robust sales driver Leading position in diabetes market	High dependence on sales of Zyprexa High focus on the US market
Opportunities	Threats
Further expansion of oncology franchise Amylin represents a potential acquisition prospect	Sales growth is highly reliant upon the success of higher risk pipeline candidates The launch of earlier than expected generics would hit performance

Other Competitive Intelligence

- Search for topics or companies in SciFinder Scholar or Web of Science
- Use Analyze features to look at:
 - Authors (lead researchers)
 - Institutions (for competitors or potential employers)
- Watch dates covered
- Consider limiting SciFinder to patents

Searching for Industry Information



Industry Information – The Reality

- Different resources group different commodities into “industries”
 - Some may be specific, others very broad
 - Use SIC / NAICS codes
- They will use some of the same resources we looked at for company info

Business and Company Resource Center

- Lengthy Industry Overviews
 - Industry Leaders
 - Rankings
 - Forecasting
 - Market Research
- Example:
 - SIC 2834: Pharmaceutical Preparations

Business Source Premier

- Industry Profiles
- Market Research Reports
- Reports from different countries
- Can only search by NAICS or keyword
 - NAICS 325412 - Pharmaceutical Preparation Manufacturing

Specific Reports on Particular Industries

Global Market Information Database (Euromonitor International)

Provides international analysis of various industries.

- * Household Care
- * Pesticides
- * OTC Healthcare
- * Cosmetics and Toiletries

Standard and Poor's NetAdvantage Industry Surveys

- * Chemicals
- * Chemicals, Specialty

U.S. Census Current Industrial Reports (CIR)

Government data on production and shipment of important products and commodities.

- * Paints and Allied Products
- * Pharmaceutical Preparations, Except Biologicals
- * Inorganic Chemicals
- * Fertilizers and Related Chemicals
- * Paint, Varnish, and Lacquer

Business and Industry News

- Business and Company Resource Center
- Business Source Premier
- LexisNexis Academic
- Factiva

Important Trade Publications

- *Chemical and Engineering News*
 - Employment Outlook
 - Facts and Figures
 - World Chemical Outlook
 - Special issues on various industries
- *Chemical Engineering*
- *Chemical Week*
- *ICIS Chemical Business Americas*

Additional Resources

- Chemistry Library web page
- MEL Library
- Center for Career Opportunities
- Vault
- Purdue Career Wiki
- ACS Resources

Chem Lib Web Page

<http://www.lib.purdue.edu/chem/guides/busandind.html>

Finding Chemical Company and Industry Information

Company Information

- [Search for news and articles about chemical companies](#)
- [Search for information about a **specific** company](#)

Industry Information

- [Search for chemical industry news and articles](#)
- [Important chemical trade journals/magazines](#)
- [Industry overviews and statistics](#)
- [Industry classifications \(SIC and NAICS\)](#)

Chemical Suppliers, Catalogs, and Pricing

- [Search for a chemical supplier](#)
- [Major laboratory chemical suppliers](#)
- [Chemical pricing information](#)

Vault


- Industry, company and occupational profiles
- Geared toward the job seeker
- Includes comments from company surveys (only select, very large companies)
 - Real comments by real employees
- Also offers guides on interviewing, schmoozing, and resume writing

Purdue Career Wiki

http://career.lib.purdue.edu

Purdue University Career Wiki

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Added by [Noel Diaz](#), last edited by [George Bergstrom](#) on Apr 03, 2008 ([view change](#))

Labels: (None)

[Center for Career Opportunities](#)

[Krannert Graduate Career Services](#)

[Krannert Undergraduate Career Services](#)

[CSR Undergraduate Professional Development](#)

[Hospitality & Tourism Management Career Center](#)

Welcome

Welcome to the Purdue University Libraries Career Wiki. This is a collaborative resource for all things relating to the career search. We hope both students and career services staff alike find these resources helpful. Please feel free to comment on these pages, or send us general comments to: kranlib@purdue.edu.

Career Guides

Job Boards

Company Research

- [Business and Company Resource Center](#)
- [Merqent Online](#)
- [CareerSearch](#)

Industry Research

- [Business and Company Resource Center](#)
- [Plunkett's](#)
- [Vault](#)
- [Business Source Premier](#)
- [NetAdvantage](#)
- [Marketresearch.com Academic](#)


Employment Data

- [National Compensation Survey](#)
- [Overview of BLS Statistics on Wages, Earnings, and Benefits](#)


Subject Specific Resources

- [ACS Career Blog](#)

[tag cloud](#)



Search the Career Wiki



Indiana Collegiate Career Fair

[Indiana Collegiate Career Fair](#)

Friday, April 4, 2008
10:00am - 3:00 pm
Indiana Convention Center - Indianapolis

The Indiana Collegiate Job Fair is open to all two-year, four-year, graduate students, and alumni from any educational institution across the nation. This event is sponsored by a variety of IN state-supported colleges/universities.
Contact: Center for Career Opportunities - Cris Muir (765) 496-6673
IUPUI Career and Employment Services (317) 274-3215
jobfairs@iupui.edu

ACS

- DGR
- <http://chemistryjobs.acs.org/>

Job Seekers

FIND a job

- [Post Your Resume](#)



Employers

POST a job

- [Find a Candidate](#)



Center for Professional Advancement

- [Leadership Development System](#)
Leadership courses offered online and at National and Regional meetings
- [Continuing Education](#)
Short courses and Webcast courses for scientists
- [Educator Professional Development](#)

Career Advice and Publications

- [Career Consultant Program](#)
One on one mentoring for ACS members only
- [Interviewing Skills](#)
- [Resume Preparation](#)

Ethics & Professional Guidelines

- [Chemical Professional's Code of Conduct](#)
- [Professional Employment Guidelines](#)

Salaries & Surveys

- [Compare Your Salary](#)
- [Salary Surveys](#)
- [Demographic Data](#)

What Chemists Do

- [Career Descriptions](#)
- [Profiles of Chemists at Work](#)
Real-life career experiences of chemists
- [Chemical Technician Careers](#)
Chemical Technician Skills Standards Database plus tips on networking and the hiring process.

ACS Careers Blog

[Dressing to Get the Job](#)

Although Fashionistas everywhere may pronounce this list as trivial, derivative, cautious, and conservative; here is a simple guide to dressing for an interview.



- Read the [ACS Careers Blog](#) to find out more

valuable advice on resume writing, interviewing skills, and more.

- [Find a Career Workshop](#)

Featured Jobs

- [Field Technical Support Representative- LC & LC/MS | Agilent Technologies](#)
- [Sr Research Associate II | Abbott](#)
- [Process Development Engineer | Givaudan Flavors](#)
- [Postdoctoral Research Associate | Brookhaven National Laboratory](#)
- [Principal Project Engineer \[Safety Systems\], HPS | Honeywell ACS/HPS](#)

Career Headlines

- [Employment & Salary Survey](#)
In 2007, job market for chemists continued to improve and salary gains held at recent level of close to 5%.
C&EN, March 3, 2008
- [A Two-Track Course](#)
Institutions of higher learning implement family-friendly practices to ease the tenure-track burden for female academics.
C&EN, March 3, 2008
- [Getting A Pharma Job](#)
Potential employees are

Acknowledgements

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